

WHAT IS CLAIMED IS:

1. A digital broadcast receiver which receives digital broadcast data and includes control means that reproduces the digital broadcast data on the basis of  
5 contract information recorded on a memory card plugged into a card slot, wherein a memory for data storage is built into the memory card, and an interface means for being added to the control means which obtains program selecting data contained in the received digital  
10 broadcast data and writes the received digital broadcast data into the memory in the memory card plugged into the card slot.

2. The digital broadcast receiver according to claim 1, wherein the interface means obtains adjustment  
15 data for each unit in the digital broadcast receiver and writes the received digital broadcast data into the memory in the memory card plugged into the card slot.

3. The digital broadcast receiver according to claim 1, wherein the interface means obtains data  
20 broadcast received data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory card plugged into the card slot.

4. The digital broadcast receiver according to  
25 claim 1, wherein a remote control means for operating the digital broadcast receiver by remote control is equipped with operating members, a display unit, and

a card slot, and, when the memory card is plugged into the card slot, reproduces data recorded in the memory for control of display and operation in the display unit and the operating members.

5           5. A digital broadcast receiver which receives digital broadcast data and includes control section that reproduces the digital broadcast data on the basis of contract information recorded on a memory card plugged into a card slot, wherein a memory for data  
10 storage is built into the memory card, and an interface section is added to the control section which obtains program selecting data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory card  
15 plugged into the card slot.

          6. A digital broadcast receiver which receives digital broadcast data and performs reproduction processing on the broadcast data on the basis of contract information recorded on a first memory card  
20 plugged into a card slot, comprising:

a second memory card which has a built-in memory for data storage and can be plugged into the card slot in place of the first memory card;

first means for reading the contract information  
25 from the first memory card plugged into the card slot to make a decision of whether or not the reproduction of the received digital broadcast data is authorized;

second means for, when it is decided by the first means that the reproduction of the digital broadcast data is authorized, prompting a viewer to plug the second memory card into the card slot in place of the first memory card; and

third means for performing a control operation so that data obtained by reproducing the received digital broadcast data is written into the memory in the second memory card plugged into the card slot in response to the second means.

7. A digital broadcast receiver which receives digital broadcast data and performs reproduction processing on the broadcast data on the basis of contract information recorded on a first memory card plugged into a card slot, comprising:

a second memory card which has a built-in memory for data storage and can be plugged into the card slot in place of the first memory card;

first section read the contract information from the first memory card plugged into the card slot to make a decision of whether or not the reproduction of the received digital broadcast data is authorized;

second section, when it is decided by the first section that the reproduction of the digital broadcast data is authorized, prompt a viewer to plug the second memory card into the card slot in place of the first memory card; and

third section perform a control operation so that data obtained by reproducing the received digital broadcast data is written into the memory in the second memory card plugged into the card slot in response to the second section.

8. A digital broadcast receiver which receives digital broadcast data and performs reproduction processing on the digital broadcast data on the basis of contract information recorded on a first memory card loaded, comprising:

a second memory card which has a built-in memory for data storage and can be loaded in place of the first memory card;

first means for reading the contract information from the first memory card loaded to make a decision of whether or not the reproduction of the received digital broadcast data is authorized;

second means for, when it is decided by the first means that the reproduction of the digital broadcast data is authorized, prompting a viewer to load the second memory card; and

third means for performing a control operation so that data obtained by reproducing the received digital broadcast data is written into the memory in the second memory card loaded in response to the second means.

9. A digital broadcast receiver which receives digital broadcast data and performs reproduction

processing on the digital broadcast data on the basis  
of contract information recorded on a first memory card  
loaded, comprising:

5 a second memory card which has a built-in memory  
for data storage and can be loaded in place of the  
first memory card;

10 first section read the contract information from  
the first memory card loaded to make a decision of  
whether or not the reproduction of the received digital  
broadcast data is authorized;

second section, when it is decided by the first  
section that the reproduction of the digital broadcast  
data is authorized, prompt a viewer to load the second  
memory card; and

15 third section perform a control operation so that  
data obtained by reproducing the received digital  
broadcast data is written into the memory in the second  
memory card loaded in response to the second section.

20 10. The digital broadcast receiver according to  
claim 6 or 8, wherein the second means includes means  
for ejecting forcibly the first memory card loaded.

25 11. A digital broadcast receiver which receives  
digital broadcast data and includes control means that  
reproduces the digital broadcast data on the basis of  
contract information recorded on a memory card plugged  
into a card slot and which is adapted to be  
remotely-controlled by a remote controller, wherein the

memory card has a memory for data storage built in, the control means includes interface means which obtains program selecting data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory card  
5 plugged into the card slot, and the remote controller is equipped with operating members, a display unit, and a card slot and, when the memory card is plugged into its card slot, reproduces the program selecting data recorded on the memory and displays the program  
10 selecting data on the display unit, and sends program select information selected on the basis of the display on the display unit to the digital broadcast receiver.

12. A digital broadcast receiver which receives digital broadcast data and includes control section that reproduces the digital broadcast data on the basis of contract information recorded on a memory card plugged into a card slot and which is adapted to be remotely-controlled by a remote controller, wherein the  
15 memory card has a memory for data storage built in, the control section includes interface section which obtains program selecting data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory  
20 card plugged into the card slot, and the remote controller is equipped with operating members, a display unit, and a card slot and, when the memory  
25

card is plugged into its card slot, reproduces the program selecting data recorded on the memory and displays the program selecting data on the display unit, and sends program select information selected on the basis of the display on the display unit to the digital broadcast receiver.

13. A method of controlling a digital broadcast receiver, adapted to be remotely controlled by means of a remote controller, so that received digital broadcast data is reproduced on the basis of contract information recorded on a memory card plugged into a card slot, comprising:

a recording step of obtaining program selecting data contained in the received digital broadcast data and writing the program selecting data into a memory for data storage built in the memory card plugged into the card slot;

a display step of plugging the memory card having its memory recorded with the program selecting data into a card slot provided in the remote controller, reproducing the program selecting data recorded on the memory card and displaying the program selecting data on a display unit provided in the remote controller; and

a transmit step of sending program select information selected from the displayed contents on the display unit of the remote controller on the basis of

an operation of the operating members of the remote controller to the digital broadcast receiver.

14. A digital broadcast receiver which receives digital broadcast data and includes control means that reproduces the digital broadcast data on the basis of contract information recorded on a first memory card and which can be remotely-controlled by a remote controller, wherein

10 a second memory card is provided which has a built-in memory for data storage and can be plugged into the digital broadcast receiver,

the control means includes interface means which obtains program selecting data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory card plugged, and

the remote controller is equipped with operating members, a display unit, and a card slot and, when the second memory card is plugged into its card slot, reproduces the program selecting data recorded on the memory and displays the program selecting data on the display unit, and sends program select information selected on the basis of the display on the display unit to the digital broadcast receiver.

25 15. A digital broadcast receiver which receives digital broadcast data and includes control section that reproduces the digital broadcast data on the basis



of contract information recorded on a first memory card and which can be remotely-controlled by a remote controller, wherein

5 a second memory card is provided which has a built-in memory for data storage and can be plugged into the digital broadcast receiver,

10 the control section includes interface section which obtains program selecting data contained in the received digital broadcast data and writes the received digital broadcast data into the memory in the memory card plugged, and

15 the remote controller is equipped with operating members, a display unit, and a card slot and, when the second memory card is plugged into its card slot, reproduces the program selecting data recorded on the memory and displays the program selecting data on the display unit, and sends program select information selected on the basis of the display on the display unit to the digital broadcast receiver.

20 16. A remote controller for operating a digital broadcast receiver by remote control which receives digital broadcast data and performs reproduction processing on the digital broadcast data on the basis of contract information recorded on a memory card plugged into a card slot, wherein

25 the memory card has a memory for data storage built in and, when plugged into the card slot, allows

program selecting data contained in the received digital broadcast data to be written into the memory, and

5 the remote controller has operating members, a display unit, and a card slot and, when the memory card is plugged into its card slot, reproduces the program selecting data recorded on the memory and displays the program selecting data on the display unit, and sends program select information selected on the basis of the display on the display unit to the digital broadcast receiver.

10 17. A method of controlling a digital broadcast receiver by means of a remote controller so as to reproduce received digital broadcast data on the basis of contract information recorded on a memory card  
15 plugged into a card slot comprising:

a display step of, when the memory card having program selecting data contained in the received digital broadcast data written into its built-in memory  
20 for data storage is plugged into a card slot of the remote controller, reproducing the program selecting data recorded on the memory card, and displaying the program selecting data on a display unit provided in the remote controller; and

25 a transmit step of sending program select information selected from the displayed contents on the display unit of the remote controller on the basis of

an operation of the operating members of the remote controller to the digital broadcast receiver.

18. A digital broadcast receiver which receives digital broadcast data and performs reproduction processing on the digital broadcast data comprising:

a card slot into which a memory card having its built-in memory written with predetermined demonstration data can be plugged; and

a reproducer for, when the memory card is plugged into the card slot and a request is made to reproduce the demonstration data, to read the demonstration data from the memory in the memory card and to perform reproduction processing on the demonstration data.

19. A digital broadcast receiver which receives digital broadcast data and performs reproduction processing on the digital broadcast data comprising:

a card slot into which a memory card having its built-in memory written with adjustment data for each unit can be plugged; and

a controller, when the memory card is plugged into the card slot, to read the adjustment data from the memory in the memory card and to adjust each unit on the basis of the read adjustment data.

20. A remote controller which operates a remote controller so as to reproduce received digital broadcast data on the basis of contract information recorded on a memory card wherein it is equipped with

operating members, a display unit, and a card slot and  
has functions of, when the memory card having program  
selecting data contained in the received digital  
broadcast data written into its built-in memory for  
5 data storage is plugged into the card slot, reproducing  
the program selecting data recorded on the memory of  
the memory card, displaying the program selecting data  
on the display unit, and sending program select  
information selected from the displayed contents on the  
10 display unit on the basis of an operation of the  
operating members to the digital broadcast receiver.